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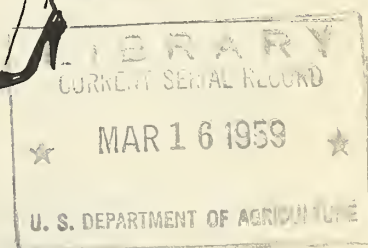
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# CONSUMER PURCHASES OF Selected Fruits and Juices

December 1958



CPFJ- 77

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

WASHINGTON D.C.

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

February 1959

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
DECEMBER 1958

: The data in this report represent estimated total purchases :  
: by household consumers only and do not include those by hotels, :  
: restaurants, hospitals, or other institutional outlets. Data for:  
: single months are for 4-week periods (28 days) to permit compari-:  
: sons between periods of equal length. :

SUMMARY

Household purchases of selected fruits and juices in December 1958 were well below December 1957 levels. <sup>1/</sup> Purchases of frozen concentrated juices were down 33 percent; single-strength juices, 14 percent; fresh grapefruit, 9 percent; lemons, 16 percent; and oranges, 19 percent.

On a basis of individual products, purchases of chilled orange juice, frozen concentrated lemonade, and single-strength orangeade were each down about 5 percent; prune and pineapple juices about 11 percent; and single-strength and concentrated orange and single-strength grapefruit juices 28 to 38 percent.

Purchases of pineapple-grapefruit drink, on the other hand, were up 83 percent over December 1957, and some improvement was shown for tangerines, single-strength lemon juice, and juices not individually reported. Buying of other products such as canned grapefruit sections, shelf-pack orangeade, and tomato juice remained at about the December 1957 level.

CONCENTRATED JUICES AND ADES

Household purchases of frozen concentrated orange juice in December 1958 were down 38 percent, about 2 million gallons, in comparison with December 1957. The drop was associated with a 24-percent decrease in the proportion of families buying, along with a 17-percent decrease in the size of the average buying families' purchase. The proportion of families that bought, 22.4 percent, and the average family purchase, about 6.2 cans (6-ounce), were the lowest reported in more than 6 years. Purchases were made at an average price of 25.5 cents per can, up 9.6 cents from a year earlier and the highest reported since 1950 (tables 1 and 7, fig. 1).

Aggregate purchases of frozen concentrated juices other than orange increased about 9 percent over the December 1957 level. Prices paid for these juices averaged 20.3 cents per 6-ounce can, which was somewhat higher than a year earlier (table 12).

Frozen concentrated lemonade purchases declined about 5 percent from the December 1957 volume. A smaller proportion of families buying more than offset a moderate gain in the average size of purchase. About 11.9 cents was paid per 6-ounce can, a decline of one cent from a year earlier (table 8, fig. 2).

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<sup>1/</sup> All data in this report are for 28-day periods to facilitate comparisons.

Household buying of shelf-pack orangeade was up a little from December 1957. Purchases averaged 3.5 cans (6-ounce) per buying family, at an average price of 19.3 cents. A year earlier, prices paid averaged 17.3 cents (table 9).

#### SINGLE-STRENGTH JUICES, ADES AND DRINKS

The quantity of chilled orange juice bought for home use in December 1958 was about 4 percent less than bought in December 1957. The average purchase per buying family was about 4 quarts, and 3.4 percent of the Nation's families made a purchase during the month. Chilled juice was bought at an average price of 42.1 cents per quart, an increase of 6.2 cents over the preceding December (tables 2 and 13, fig. 3).

Household purchases of canned single-strength orange juice in December 1958 dropped 28 percent, or 288,000 cases, below the December 1957 level to a new low for this series which was begun in October 1949. Only 7.5 percent of the Nation's families bought this juice in December, the smallest proportion yet reported. The average purchase per buying family also was comparatively low. Prices paid rose 9.6 cents from December 1957 to 40.5 cents per 46-ounce can, the highest since 1949 (table 14, fig. 4).

Householders' purchases of canned single-strength grapefruit juice also dropped to a new low in December 1958. The low volume was associated with the smallest proportion of families buying and the smallest average size of purchase per buying family recorded in this series. About 35.6 cents was paid per 46-ounce can of the product, a rise of 8 cents over December a year earlier (table 15, fig. 5).

Single-strength lemon juice purchases were about 6 percent greater than the December 1957 volume. The gain was associated with larger purchases by families buying the product. Prices paid, at 9.8 cents per 5½-6-ounce can, were down 0.5 cent (table 16, fig. 6).

Purchases of pineapple juice for home use in December 1958 slipped 11 percent from the preceding December. The juice was bought by about 10 percent of the Nation's families, the smallest proportion reported since 1949. Purchases, which averaged 1.9 cans (46-ounce) per buying family, were made at an average price of 32 cents per can. A year earlier prices paid averaged 29.3 cents (table 17).

The quantity of prune juice purchased for home use in December 1958 was 11 percent smaller than the December 1957 volume, and 3 percent less than the 1954-56 December average. The decline from a year earlier was associated with a smaller proportion of families buying. The average size of purchase held at 2.2 quarts per buying family. Prices paid rose to a record high of 40.5 cents per quart, 7.4 cents more than paid in the preceding December (table 19, fig. 7).

Purchases of tomato juice remained at the December 1957 level. The average price paid in December 1958, 28.9 cents per 46-ounce can, was up about 1 cent from the same month a year earlier (table 20, fig. 8).



Aggregate purchases of single-strength juices other than the 6 individually reported were about 13 percent greater than in December 1957. Prices paid for these juices averaged 38.8 cents per 46-ounce can (table 12).

Consumer purchases of pineapple-grapefruit drink jumped 83 percent over the December 1957 volume in sharp contrast to the decline in purchases of most other products. About 7.5 percent of the Nation's families bought the drink, compared with about 5 percent buying a year earlier. Purchases were made at an average price of 30 cents per 46-ounce can, one cent less than paid in December 1957. This was 5.6 cents less than that paid for single-strength grapefruit juice and 10.5 cents less than paid for single-strength orange juice (table 18).

December 1958 purchases of single-strength orangeade were about 5 percent smaller than the December 1957 volume. A decline in the proportion of families buying, which dropped to the lowest level in about 2 years, was associated with the loss in volume. Prices paid, at 30.5 cents per 46-ounce can, were up 2.6 cents (table 21, fig. 9).

#### FRESH AND CANNED FRUIT

About 19 percent fewer fresh oranges were purchased for home use in December 1958 than in the corresponding month of 1957. Around 45 percent of the Nation's families bought oranges compared with 48 percent in December 1957. Purchases amounted to about 26 oranges per buying family in both months. Prices paid averaged 43.4 cents, up 1.8 cents per dozen from December 1957 (tables 3 and 22, fig. 10).

Purchases of California-Arizona oranges were down about 11 percent from December 1957, and prices paid averaged 3 cents less per dozen. Purchases of Florida oranges dropped about 26 percent in volume, while prices paid averaged 2.7 cents higher per dozen. Buying of oranges grown in other regions and of those not identified as to area of production was down about 16 percent (tables 23 and 24, figs. 11 and 12).

Total purchases of fresh grapefruit declined about 9 percent from December 1957, reflecting fewer grapefruit purchased by the average buying family. Consumers paid an average of 87.8 cents a dozen for grapefruit, 4 cents more than a year earlier. Prices paid for Florida grapefruit were down 1.5 cents, in contrast to increases of 2 to 15 cents per dozen for grapefruit from other producing areas (tables 25-27, fig. 13).

Householders purchased about the same quantity of canned grapefruit sections in December 1958 as in the preceding December. Prices paid, at 20.5 cents per No. 303 can, were up 1.5 cents (table 28, fig. 14).

Purchases of fresh lemons for home use were down 16 percent from December 1957. Less than 15 percent of the Nation's families bought lemons in December 1958, compared with 17 percent a year earlier. Prices paid, averaging 45.2 cents per dozen, were down 1.4 cents (table 29, fig. 15).



Household purchases of fresh tangerines increased 21 percent over the low level of December 1957. The gain reflected a sizable rise in the proportion of families buying and some increase in the size of the average buying family's purchase. Prices paid for tangerines averaged 38.4 cents per dozen, down 5.4 cents from December 1957 (table 30).

Table 1.--Concentrated juices and ades: Summary consumer purchases, percentage of families buying and average prices paid, December 1958 and 1957 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Frozen juices:											
Orange	3,276	5,288	2.1	2.1	17.7	21.4	22.4	29.3	6	25.5	15.9
Other	707	648	1/	1/	14.0	1/	1/	1/	6	20.3	1/
Total	3,983	5,936	2.3	2.3	16.9	20.3	25.3	31.9			
Frozen ades:											
Lemon	192	203	1.4	1.3	16.4	16.8	2.0	2.4	6	11.9	12.9
Lime	2/	1/	2/	1/	2/	1/	.2	1/	6	2/	1/
Shelf-pack orangeade	88	2/	1.3	2/	16.3	2/	1.0	.8	6	19.3	2/

1/ Data not available. 2/ Too few purchases reported for analysis.

Table 2.--Single-strength juices, ades and drinks: Summary consumer purchases, percentage of families buying and average prices paid, December 1958 and 1957 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Chilled orange juice	1,706	1,786	3.3	3.3	38.3	38.6	3.4	3.5	32	42.1	35.9
	1,000	1,000									
	<u>cases</u>	<u>cases</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Canned juices:											
Orange	754	1,042	1.7	1.6	51.1	57.8	7.5	9.6	46	40.5	30.9
Grapefruit	502	743	1.5	1.5	57.1	65.5	5.1	6.6	46	35.6	27.6
Lemon	53	50	1.2	1.2	16.3	15.3	2.2	2.3	5 1/2-6	9.8	10.3
Prune	552	619	1.8	1.8	39.4	39.4	6.7	7.3	32	40.5	33.1
Pineapple	997	1,121	1.5	2/	57.4	2/	9.7	11.0	46	32.0	29.3
Tomato	1,560	1,560	1.5	1.6	55.8	54.5	15.9	16.1	46	28.9	28.0
Other	1,631	3,033	1.9	2.0	42.7	49.9	17.0	26.5	46	38.8	32.5
Total	6,049	7,047	2.5	2.5	49.0	51.6	42.9	47.1			
Single-strength orangeade	390	412	1.7	1.6	71.2	72.4	2.8	3.0	46	30.5	27.9
Pineapple-grapefruit drink	862	471	1.4	2/	68.8	2/	7.5	5.0	46	30.0	31.1

1/ Equivalent cases 24 No. 2 cans. 2/ Data not available.

Table 3.--Fresh and canned fruit: Summary consumer purchases, percentage of families buying and average prices paid, December 1958 and 1957 (4-week period)

Commodity	Total purchases		Purchases per buying family:				Percentage of families buying		Average prices paid per dozen	
			Number		Volume					
	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957
	1,000 boxes	1,000 boxes	Number	Number	Ounces	Ounces	Percent	Percent	Cents	Cents
Fresh oranges:										
California-Arizona	947	1,060	1.5	1.5	12.6	11.7	23.6	24.0	48.9	51.9
Florida	964	1,310	1.6	1.7	17.1	17.0	15.7	18.7	38.6	35.9
Unidentified	415	484	1.4	1.4	13.4	14.3	10.3	10.2	43.5	40.3
Total 1/	2,474	3,039	1.8	1.8	14.3	14.4	44.8	48.1	43.4	41.6
Fresh grapefruit:										
California-Arizona	197	201	1.4	1.6	6.8	6.8	3.0	2.8	83.8	69.1
Florida	916	1,024	1.8	1.9	5.6	5.2	14.2	15.3	91.2	92.7
Unidentified	308	336	1.3	1.3	5.1	5.0	7.0	7.2	89.4	87.1
Total 1/	1,664	1,825	1.8	1.9	5.9	5.8	25.0	24.8	87.8	83.8
Lemons	203	243	1.5	1.5	6.4	6.4	14.6	17.1	45.2	46.6
Limes	2/	3/	2/	3/	2/	3/	.1	3/	2/	3/
Tangerines	1,068	882	1.4	1.5	12.3	11.1	20.4	17.5	38.4	43.8
	1,000 cases 4/	1,000 cases 4/	Number	Number	Ounces	Ounces	Percent	Percent	Cents 5/	Cents 5/
Canned grapefruit sections	211	209	1.4	1.4	34.6	36.0	4.0	4.1	20.5	19.0

1/ Includes purchases of Texas fruit. 2/ Too few purchases reported for analysis. 3/ Data not available. 4/ Equivalent cases 24 No. 2 cans...480 ounces per case. 5/ Price per No. 303 can.

Table 4.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1957 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	750	1,526	2,871	4,037	620	724	328	296	4,569	6,583
Nov.	1,176	2,162	2,796	3,981	526	750	352	308	4,850	7,201
Dec.	2,474	3,039	2,513	3,649	469	595	314	295	5,770	7,578
Oct.-Dec.	4,749	7,343	8,794	12,557	1,721	2,218	1,058	983	16,322	23,101
Jan.		2,666		3,557		836		390		7,449
Feb.		2,670		3,401		809		396		7,276
Mar.		2,297		3,353		976		417		7,043
Oct.-Mar.		15,578		23,750		5,100		2,300		46,728
Apr.		1,884		3,090		937		344		6,255
May		1,686		3,030		893		336		5,945
Jun.		1,125		2,570		827		334		4,856
Oct.-Jun.		20,651		33,149		7,954		3,387		65,141
Jul.		801		2,519		796		315		4,431
Aug.		685		2,506		677		279		4,147
Sep.		660		2,677		635		294		4,266
Season		22,970		41,460		10,192		4,363		78,985

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.



Table 5.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1957 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	291	1,152	527	715	231	180	1,049	2,047
Nov.	1,243	1,726	495	667	194	164	1,932	2,557
Dec.	1,664	1,825	375	554	142	134	2,181	2,513
Oct.-Dec.	3,543	5,146	1,499	2,099	602	513	5,644	7,758
Jan.		2,000		722		199		2,921
Feb.		2,336		639		185		3,160
Mar.		2,193		596		159		2,948
Oct.-Mar.		12,266		4,209		1,091		17,566
Apr.		1,638		657		187		2,482
May		1,085		610		203		1,898
Jun.		496		560		209		1,265
Oct.-Jun.		15,656		6,161		1,745		23,562
Jul.		226		504		196		926
Aug.		137		508		183		828
Sep.		81		497		222		800
Season		16,128		7,794		2,393		26,315

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

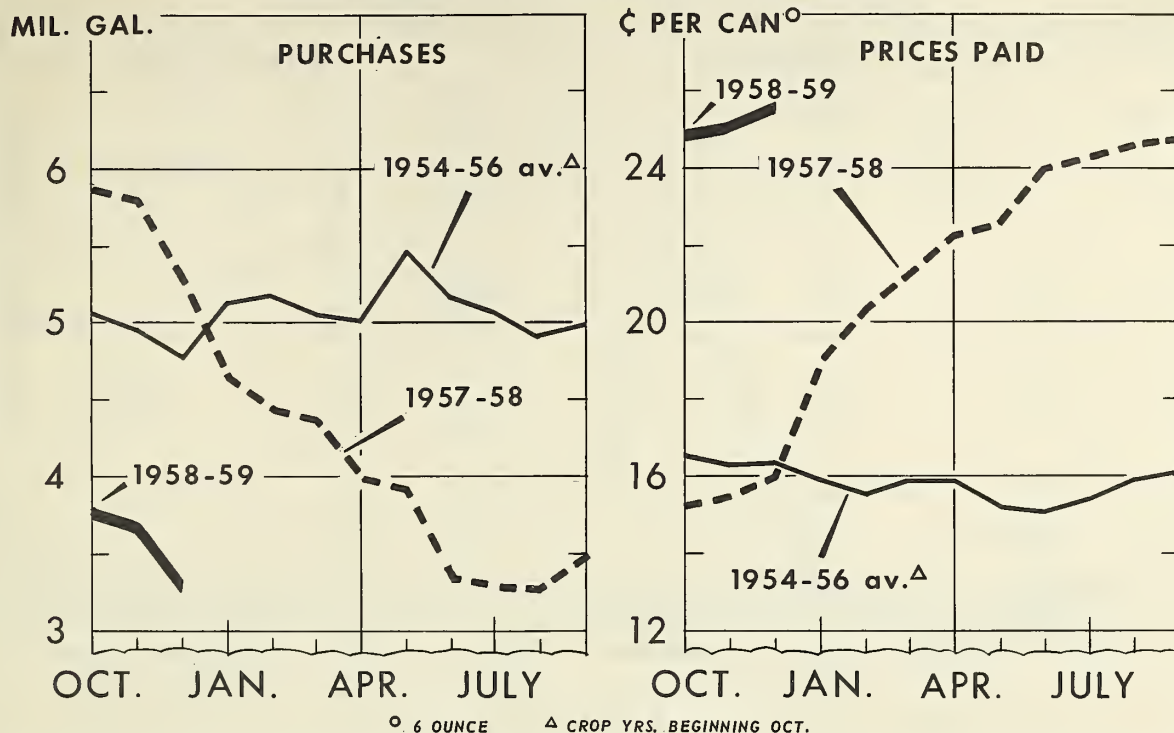
Table 6.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1957 to date

Period 1/	Fresh lemons		Lemon juice		Frozen concentrated lemonade		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	248	259	61	49	99	88	408	396
Nov.	201	226	44	46	50	48	295	320
Dec.	203	243	55	52	41	43	299	338
Oct.-Dec.	703	790	168	161	196	188	1,067	1,139
Jan.		261		39		38		338
Feb.		242		48		40		330
Mar.		251		56		46		353
Oct.-Mar.		1,604		313		327		2,244
Apr.		295		57		92		444
May		363		70		235		668
Jun.		508		87		432		1,027
Oct.-Jun.		2,888		541		1,216		4,645
Jul.		585		116		588		1,289
Aug.		538		91		559		1,188
Sep.		317		67		205		589
Season		4,429		837		2,678		7,944

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



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Figure 1

NEG. 6645-59 (2) AGRICULTURAL MARKETING SERVICE

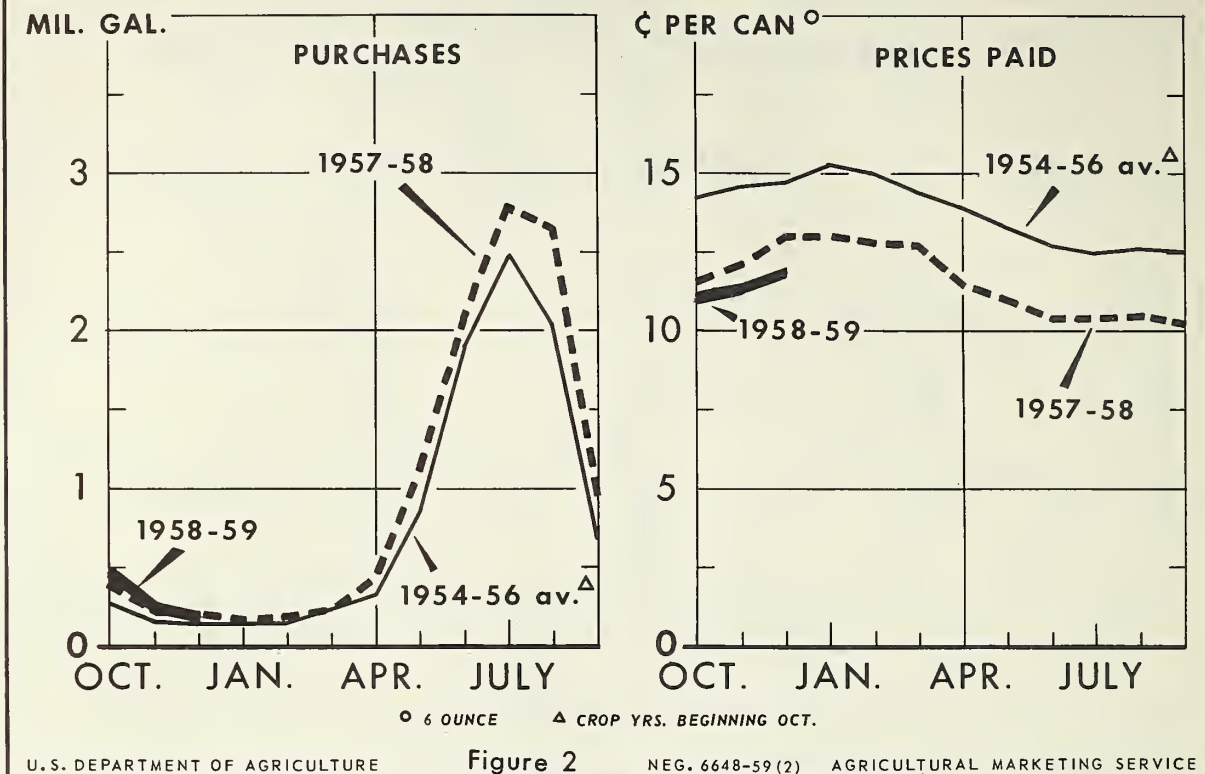
Table 7.--Frozen concentrated orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	3,743	5,851	5,064	24.4	30.9	29.3	24.8	15.2	16.6
Nov.	3,646	5,770	4,955	24.1	31.2	28.6	25.0	15.4	16.3
Dec.	3,276	5,288	4,751	22.4	29.3	28.9	25.5	15.9	16.4
Oct.-Dec.	11,465	18,198	15,902						
Jan.		4,626	5,122		27.9	27.9		18.9	15.9
Feb.		4,423	5,179		28.0	28.3		20.3	15.5
Mar.		4,360	5,043		26.7	27.7		21.2	15.8
Oct.-Mar.		32,753	32,579						
Apr.		3,992	5,006		25.2	28.0		22.2	15.8
May		3,915	5,441		24.2	30.8		22.5	15.2
Jun.		3,320	5,147		23.5	30.3		23.9	15.1
Oct.-Jun.		44,896	49,479						
Jul.		3,284	5,061		22.9	29.7		24.2	15.4
Aug.		3,267	4,897		23.0	29.3		24.6	15.9
Sep.		3,490	4,987		24.0	28.6		24.7	16.1
Season		55,732	65,680					20.0	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FROZEN CONCENTRATED LEMONADE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6648-59 (2)

AGRICULTURAL MARKETING SERVICE

Table 8.--Frozen concentrated lemonade: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	467	415	275	3.8	3.6	3.8	11.0	11.5	14.2
Nov.	236	228	163	2.4	2.3	1.9	11.3	12.0	14.6
Dec.	192	203	147	2.0	2.4	1.9	11.9	12.9	14.7
Oct.-Dec.	930	891	626						
Jan.		181	150		2.3	2.1		12.9	15.2
Feb.		191	153		2.3	1.9		12.7	15.0
Mar.		216	217		2.1	2.8		12.6	14.4
Oct.-Mar.		1,548	1,188						
Apr.		434	320		4.7	3.5		11.4	13.9
May		1,115	846		8.8	8.5		10.8	13.2
Jun.		2,048	1,908		14.3	17.0		10.3	12.7
Oct.-Jun.		5,761	4,578						
Jul.		2,786	2,463		18.4	19.1		10.3	12.5
Aug.		2,651	2,035		16.9	16.0		10.4	12.6
Sep.		973	699		7.8	6.4		10.2	12.5
Season		12,691	10,171					10.6	12.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



Table 9.--Shelf-pack orangeade: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	123	117	0.9	1.0	1.3	2/	17.2	16.9
Nov.	2/	2/	2/	.9	.8	.8	2/	2/	2/
Dec.	88	2/	87	1.0	.8	1.0	19.3	2/	17.3
Oct.-Dec.	306	342	304						
Jan.		109	2/		1.0	.9		16.9	2/
Feb.		106	2/		1.0	.9		17.0	2/
Mar.		96	2/		1.0	.8		17.6	2/
Oct.-Mar.		678	576						
Apr.		127	124		1.2	1.1		19.0	17.1
May		153	85		1.3	1.0		17.7	17.1
Jun.		144	107		1.6	1.1		17.9	17.0
Oct.-Jun.		1,147	920						
Jul.		148	114		1.4	1.3		17.8	16.9
Aug.		112	124		1.1	1.3		18.6	16.3
Sep.		92	2/		1.1	.8		18.7	2/
Season		1,516	1,277					17.8	17.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

Table 10.--All frozen concentrated juices: Consumer purchases and percentage of families buying October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent
Oct.	4,544	6,478	5,608	27.7	32.9	30.9
Nov.	4,437	6,405	5,434	27.1	33.5	30.1
Dec.	3,983	5,936	5,243	25.3	31.9	30.7
Oct.-Dec.	13,918	20,232	17,541			
Jan.		5,408	5,692		30.9	29.7
Feb.		5,276	5,753		31.2	30.1
Mar.		5,181	5,652		30.0	29.6
Oct.-Mar.		37,466	36,129			
Apr.		4,876	5,574		28.9	29.9
May		4,685	6,057		27.6	32.9
Jun.		4,074	5,816		26.8	32.9
Oct.-Jun.		52,242	55,042			
Jul.		4,142	5,764		27.1	32.4
Aug.		4,096	5,533		26.5	31.6
Sep.		4,293	5,569		27.4	31.1
Season		65,799	73,323			

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 11.--All canned single-strength juices: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period <u>1/</u>	Purchases <u>2/</u>			Families buying			Equivalent prices paid per No. 2 can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
			1954-55/ 1956-57						1954-55/ 1956-57
	1,000 cases <u>3/</u>	1,000 cases <u>3/</u>	1,000 cases <u>3/</u>	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	7,188	7,462	6,911	46.3	50.1	46.6	15.0	13.5	13.4
Nov.	6,657	7,587	6,637	45.4	50.7	45.9	15.3	13.5	13.5
Dec.	6,049	6,576	6,418	42.9	47.1	46.0	15.6	13.8	13.7
Oct.-Dec.	21,403	23,255	21,563						
Jan.		7,850	7,156		50.9	47.2		13.4	13.5
Feb.		7,723	7,363		51.3	47.7		13.5	13.3
Mar.		8,185	7,420		52.0	49.0		13.7	13.3
Oct.-Mar.		49,130	45,404						
Apr.		7,963	7,343		51.5	48.2		13.9	13.3
May		8,090	7,406		51.4	48.2		13.9	13.3
Jun.		7,182	7,323		51.3	49.1		14.0	13.4
Oct.-Jun.		74,649	69,303						
Jul.		7,348	7,120		51.4	47.8		14.4	13.6
Aug.		7,066	6,754		47.6	47.6		14.4	13.6
Sep.		6,718	6,727		46.9	45.9		14.7	13.6
Season		97,402	91,509					13.9	13.4

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ 1956-58 adjusted to exclude pineapple-grapefruit drink. 3/ Equivalent cases 24 No. 2 cans...432 oz. per case.

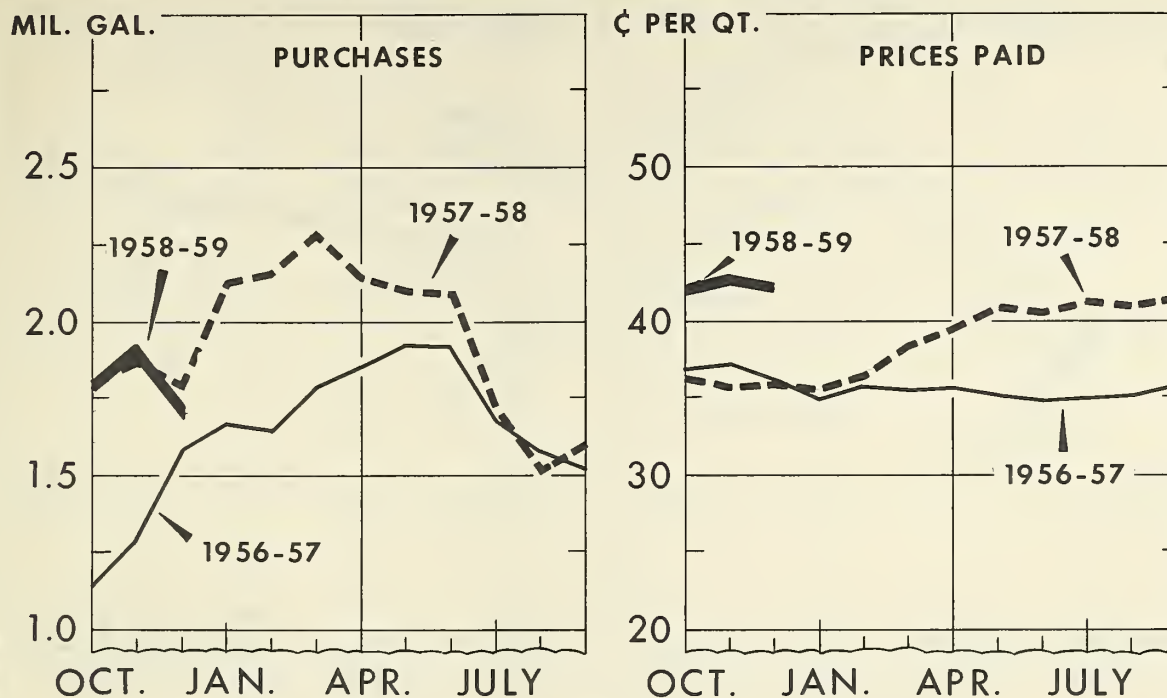
Table 12.--Frozen concentrated and canned single-strength juices not individually reported: Consumer purchases, October 1956 to date

Period <u>1/</u>	Frozen concentrated juices <u>2/</u>			Canned single-strength juices <u>3/</u>		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 cases <u>4/</u>	1,000 cases <u>4/</u>	1,000 cases <u>4/</u>
Oct.	801	627	532	1,746	1,610	1,344
Nov.	791	635	450	1,712	1,439	1,293
Dec.	707	648	503	1,631	1,441	1,354
Oct.-Dec.	2,453	2,034	1,631		4,823	4,274
Jan.		782	578		1,652	1,440
Feb.		853	599		1,694	1,487
Mar.		821	633		1,924	1,519
Oct.-Mar.		4,713	3,599		10,564	9,131
Apr.		884	538		1,833	1,397
May		770	598		1,970	1,631
Jun.		754	673		1,926	1,583
Oct.-Jun.		7,346	5,565		16,781	14,104
Jul.		858	690		1,906	1,475
Aug.		829	621		1,737	1,475
Sep.		803	567		1,618	1,363
Season		10,067	7,609		22,469	18,743

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Excludes frozen concentrated orange juice. 3/ Excludes canned single-strength orange, grapefruit, lemon, pineapple, prune, and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6646-59 (2) AGRICULTURAL MARKETING SERVICE

Table 13.--Chilled orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

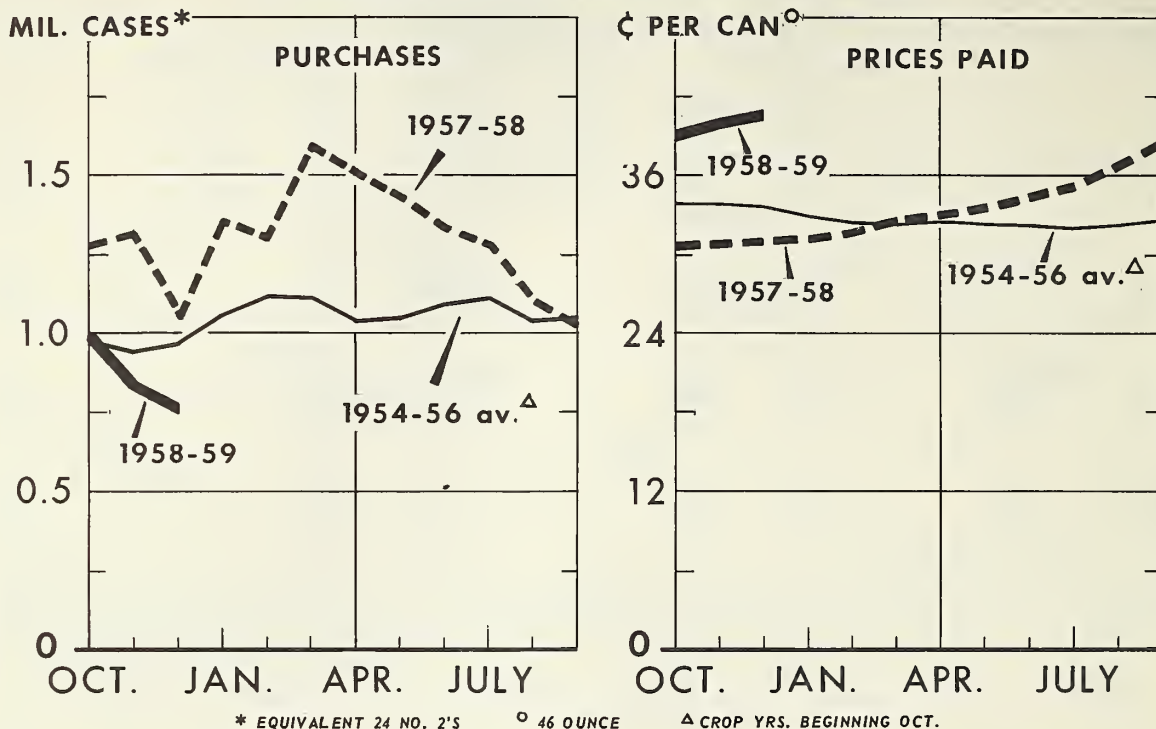
Period <sup>1/</sup>	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents <sup>2/</sup>	Cents <sup>3/</sup>	Cents <sup>3/</sup>
Oct.	1,782	1,794	1,146	3.6	3.5	3.0	41.8	36.3	36.8
Nov.	1,911	1,869	1,296	3.5	4.1	2.7	42.5	35.8	37.3
Dec.	1,706	1,786	1,579	3.4	3.5	3.3	42.1	35.9	36.1
Oct.-Dec.	5,749	5,958	4,398						
Jan.		2,129	1,666		4.3	3.2		35.4	35.0
Feb.		2,163	1,650		4.7	3.6		36.4	35.7
Mar.		2,277	1,794		4.8	3.4		38.4	35.5
Oct.-Mar.		13,153	9,968						
Apr.		2,147	1,858		4.4	3.6		39.6	35.6
May		2,099	1,937		4.2	3.5		40.9	35.2
Jun.		2,087	1,933		4.0	3.7		40.4	34.9
Oct.-Jun.		19,944	16,185						
Jul.		1,714	1,674		3.4	3.3		41.2	35.0
Aug.		1,516	1,574		3.3	3.1		41.0	35.1
Sep.		1,600	1,525		3.2	3.0		41.4	35.7
Season		25,247	21,347					38.4	35.5

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. <sup>2/</sup> Price per actual quart. <sup>3/</sup> Price per equivalent quart.



# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6649-59 (2) AGRICULTURAL MARKETING SERVICE

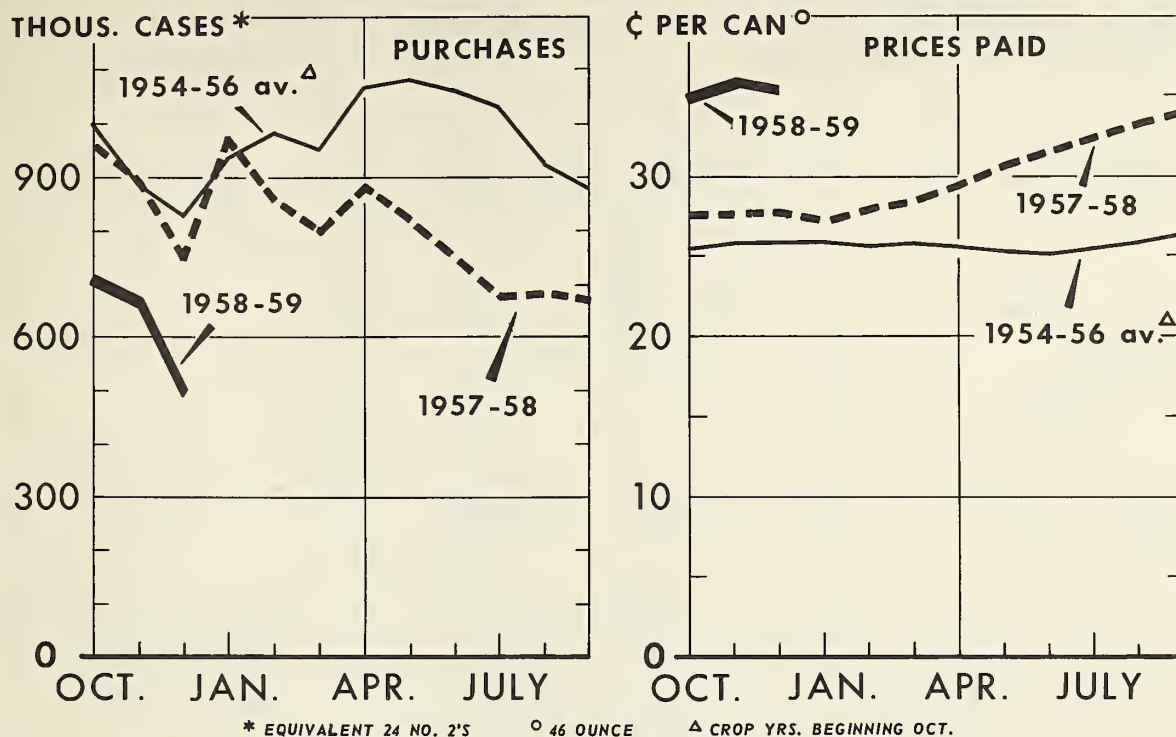
Table 14.--Single-strength orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date, and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	996	1,268	978	9.1	10.9	7.9	39.1	30.6	33.8
Nov.	846	1,313	944	8.4	11.5	8.0	39.9	30.7	33.8
Dec.	754	1,042	968	7.5	9.6	7.9	40.5	30.9	33.5
Oct.-Dec.	2,767	3,885	3,121						
Jan.		1,353	1,055		11.8	8.0		31.1	32.7
Feb.		1,309	1,118		11.0	9.1		31.7	32.3
Mar.		1,580	1,113		11.8	9.1		32.6	32.2
Oct.-Mar.		8,548	6,685						
Apr.		1,504	1,033		11.4	9.2		32.8	32.4
May		1,433	1,046		11.0	8.1		33.4	32.3
Jun.		1,328	1,087		11.0	9.0		34.3	32.2
Oct.-Jun.		13,129	10,120						
Jul.		1,277	1,110		10.4	9.9		35.2	32.0
Aug.		1,086	1,036		9.2	9.6		36.6	32.2
Sep.		1,020	1,044		9.2	9.5		38.3	32.5
Season		16,721	13,566					33.0	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 6650- 59(2) AGRICULTURAL MARKETING SERVICE

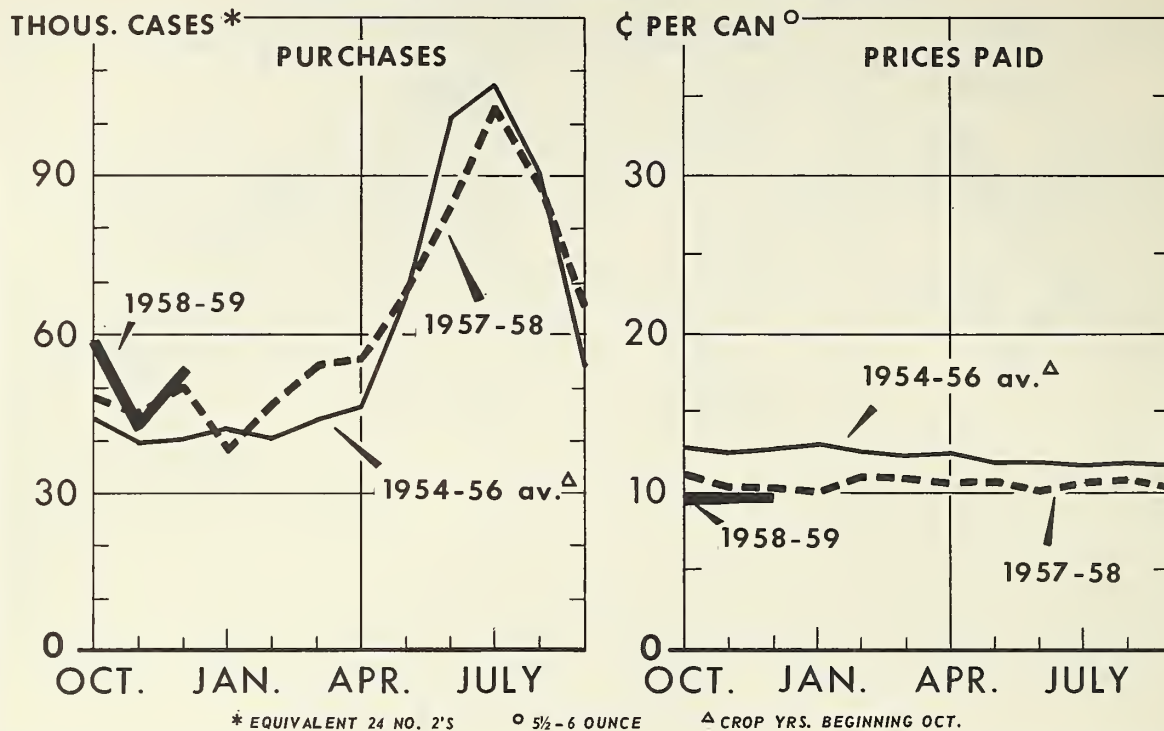
Table 15.--Single-strength grapefruit juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	706	959	1,015	6.6	8.1	8.0	35.0	27.4	25.6
Nov.	663	894	883	5.8	7.8	7.2	35.7	27.4	25.9
Dec.	502	743	824	5.1	6.6	6.6	35.6	27.6	25.9
Oct.-Dec.	2,007	2,814	2,927						
Jan.		967	938		8.5	7.9		27.3	25.9
Feb.		855	983		7.7	8.1		28.1	25.7
Mar.		798	950		6.9	7.3		28.4	25.9
Oct.-Mar.		5,639	6,037						
Apr.		879	1,069		7.8	8.3		29.5	25.7
May		815	1,083		7.4	8.1		30.4	25.4
Jun.		749	1,063		7.2	7.5		31.4	25.2
Oct.-Jun.		8,248	9,503						
Jul.		674	1,032		6.1	7.4		32.4	25.5
Aug.		679	922		6.6	7.2		33.3	25.9
Sep.		664	875		6.1	7.2		34.1	26.5
Season		10,431	12,557					29.5	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# SINGLE-STRENGTH LEMON JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6651-59 (2) AGRICULTURAL MARKETING SERVICE

Table 16.--Single-strength lemon juice: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 5½-6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	59	48	44	2.4	2.2	2.2	9.7	11.1	12.8
Nov.	43	45	39	2.1	2.0	1.8	9.8	10.3	12.4
Dec.	53	50	40	2.2	2.3	2.0	9.8	10.3	12.7
Oct.-Dec.	163	156	137						
Jan.		38	42		1.9	2.1		10.0	13.1
Feb.		47	40		2.2	2.0		11.1	12.8
Mar.		54	44		2.3	2.5		11.0	12.4
Oct.-Mar.		304	274						
Apr.		55	46		2.6	2.3		10.4	12.5
May		68	67		3.1	2.9		10.6	12.0
Jun.		84	101		3.6	4.5		10.0	12.0
Oct.-Jun.		525	506						
Jul.		113	117		4.6	4.5		10.6	11.8
Aug.		88	90		3.5	3.4		10.7	11.9
Sep.		65	54		2.8	2.6		10.3	11.7
Season		812	786					10.5	12.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



Table 17.--Pineapple juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,201	1,248	1,352	11.6	12.2	12.5	30.5	29.6	27.9
Nov.	1,056	1,277	1,220	10.4	12.9	12.6	30.8	29.0	28.4
Dec.	997	1,121	1,174	9.7	11.0	12.4	32.0	29.3	28.4
Oct.-Dec.	3,501	3,886	4,027						
Jan.		1,264	1,285		12.1	12.5		29.3	28.1
Feb.		1,304	1,424		12.4	12.7		28.5	27.7
Mar.		1,297	1,400		12.4	12.9		29.1	27.5
Oct.-Mar.		8,046	8,507						
Apr.		1,172	1,388		11.8	12.5		29.6	27.4
May		1,368	1,312		12.6	11.2		29.0	27.7
Jun.		1,284	1,335		12.3	10.8		28.6	27.7
Oct.-Jun.		12,164	12,878						
Jul.		1,239	1,253		12.1	11.7		29.5	28.0
Aug.		1,345	1,251		12.2	10.2		29.1	28.0
Sep.		1,138	1,248		10.8	9.9		30.1	28.1
Season		16,174	16,906					28.5	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

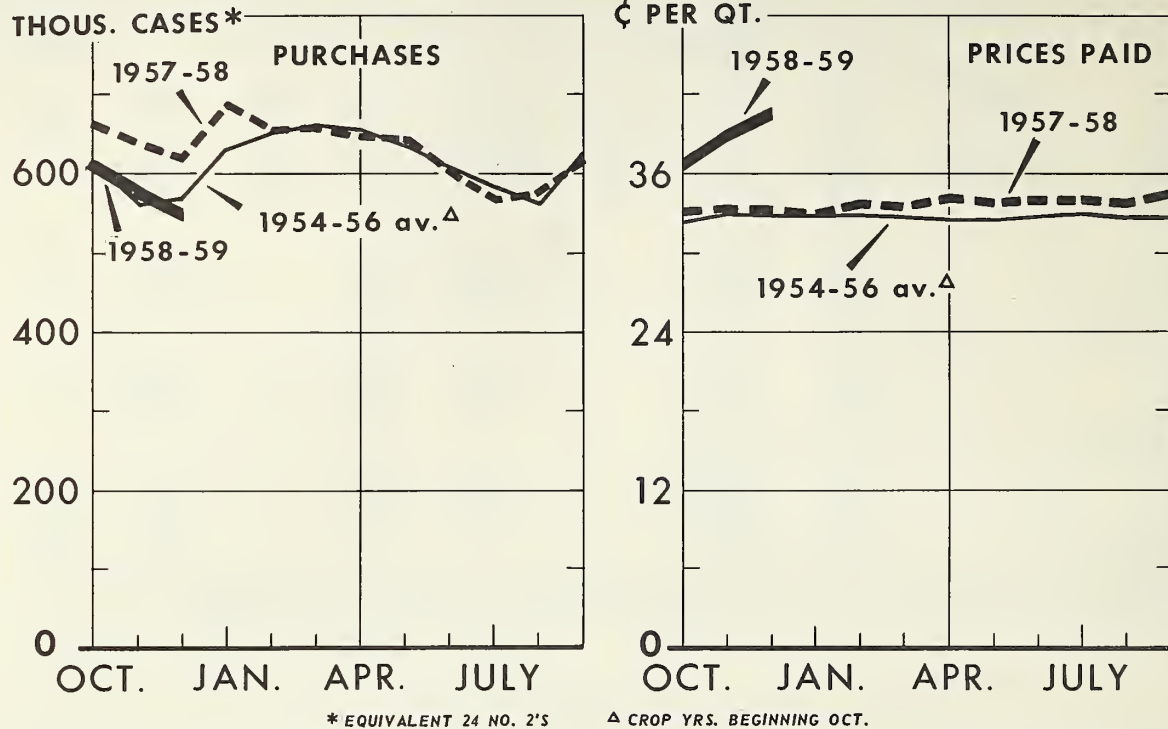
Table 18.--Pineapple-grapefruit drink: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	935	718	276	8.5	6.8	2.8	30.0	29.8	28.0
Nov.	997	599	232	9.1	6.0	2.2	29.4	30.4	28.2
Dec.	862	471	186	7.5	5.0	2.4	30.0	31.1	28.6
Oct.-Dec.	2,978	1,911	764						
Jan.		585	272		5.9	2.8		30.4	29.2
Feb.		748	309		6.9	3.4		29.6	29.2
Mar.		755	423		6.9	3.9		29.4	29.3
Oct.-Mar.		4,183	1,850						
Apr.		621	443		6.3	4.4		30.9	29.2
May		808	549		7.3	5.7		30.2	27.9
Jun.		1,608	671		9.2	7.6		29.1	27.7
Oct.-Jun.		6,890	3,630						
Jul.		973	813		8.8	7.1		29.6	28.1
Aug.		919	828		8.6	7.1		29.9	28.4
Sep.		785	610		7.1	6.1		31.0	29.3
Season		9,794	6,024					30.0	28.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PRUNE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6652-59 (2) AGRICULTURAL MARKETING SERVICE

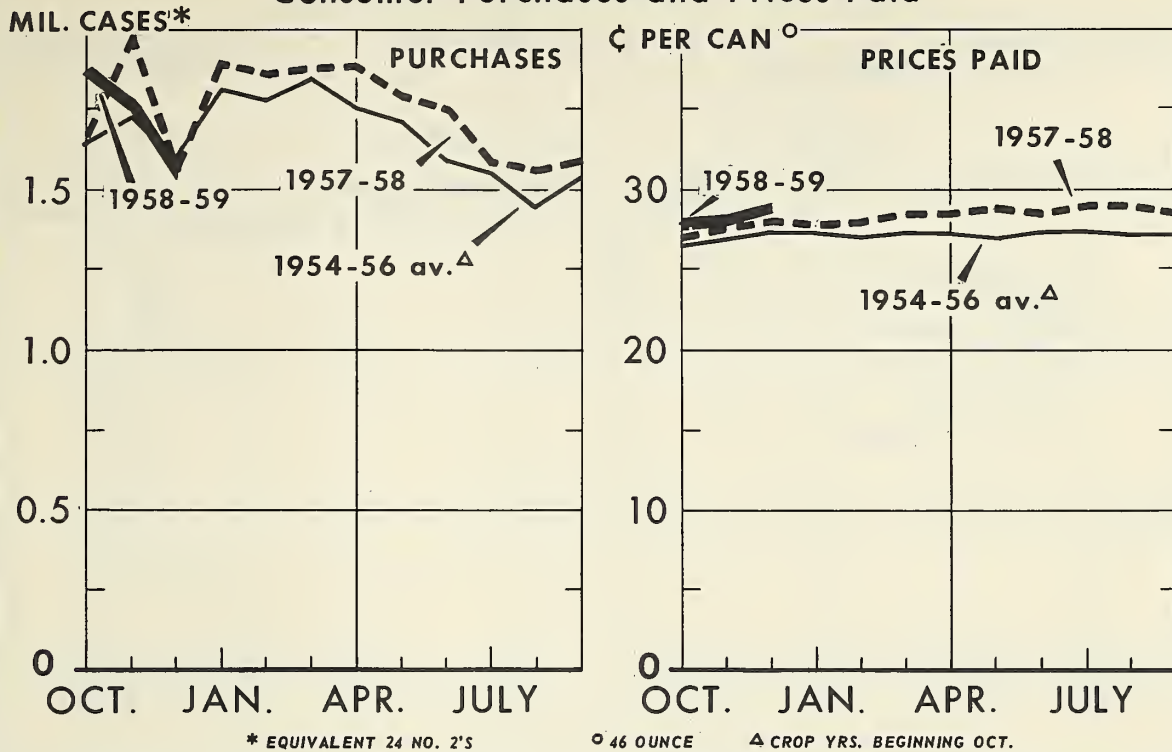
Table 19.--Prune juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	613	666	615	7.1	7.7	8.1	36.7	33.0	32.3
Nov.	578	634	562	7.0	7.4	7.6	38.9	33.2	32.8
Dec.	552	619	569	6.7	7.3	7.6	40.5	33.1	32.7
Oct.-Dec.	1,859	2,047	1,872						
Jan.		684	629		7.7	7.8		32.9	32.7
Feb.		655	651		7.5	7.6		33.6	32.7
Mar.		659	660		7.6	8.9		33.4	32.6
Oct.-Mar.		4,205	3,972						
Apr.		644	653		7.4	8.0		34.0	32.4
May		642	636		7.0	7.4		33.7	32.4
Jun.		600	603		6.7	7.2		33.9	32.6
Oct.-Jun.		6,200	6,011						
Jul.		566	585		6.8	7.2		33.9	32.9
Aug.		577	566		6.5	7.0		33.8	32.7
Sep.		617	623		6.8	7.8		34.3	32.7
Season		8,091	7,923					33.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# TOMATO JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6653-59 (2) AGRICULTURAL MARKETING SERVICE

Table 20.--Tomato juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

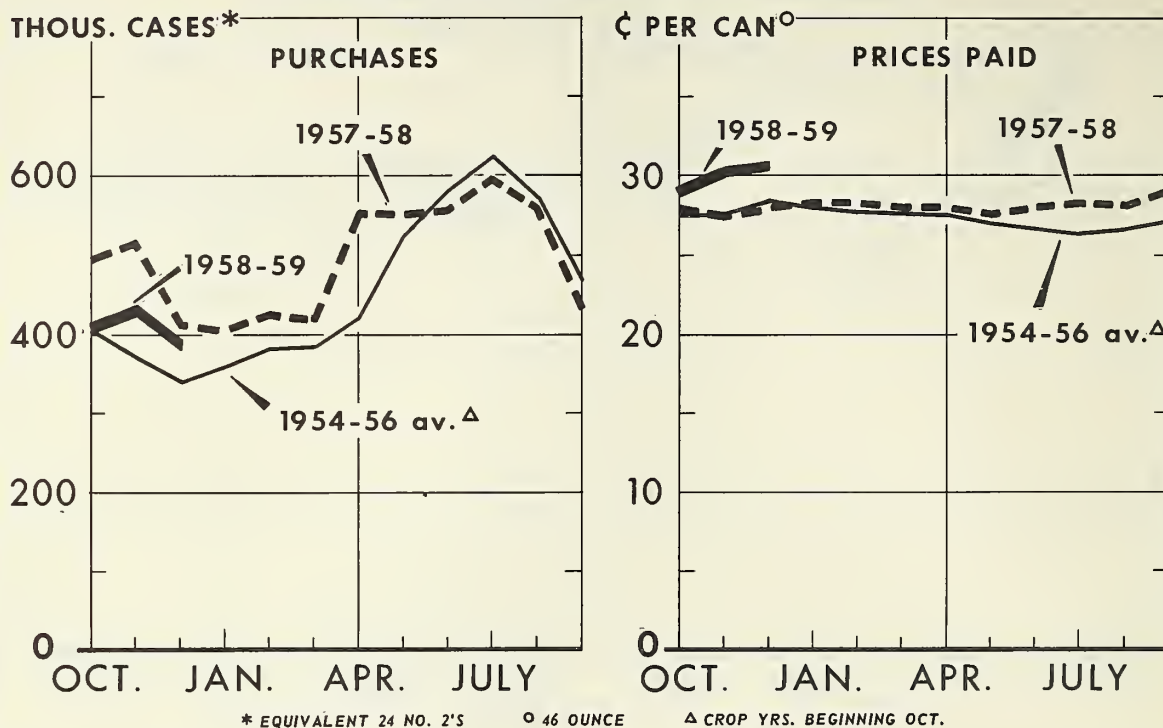
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,867	1,663	1,640	17.0	16.5	16.3	27.8	27.0	26.5
Nov.	1,759	1,985	1,720	16.3	20.9	16.8	28.1	27.5	26.9
Dec.	1,560	1,560	1,582	15.9	16.1	16.8	28.9	28.0	27.4
Oct.-Dec.	5,596	5,644	5,390						
Jan.		1,892	1,818		18.8	17.8		27.7	27.4
Feb.		1,859	1,773		18.1	18.2		27.9	27.0
Mar.		1,873	1,846		18.1	19.2		28.5	27.3
Oct.-Mar.		11,824	11,282						
Apr.		1,876	1,755		18.6	18.9		28.5	27.2
May		1,794	1,715		17.4	18.1		28.7	27.0
Jun.		1,751	1,593		17.1	17.3		28.5	27.4
Oct.-Jun.		17,602	16,772						
Jul.		1,573	1,553		17.2	16.1		29.1	27.5
Aug.		1,554	1,449		14.5	16.1		29.0	27.3
Sep.		1,596	1,536		15.6	16.1		28.5	27.2
Season		22,704	21,657					28.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# SINGLE-STRENGTH ORANGEADE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 6647-59 (2)

AGRICULTURAL MARKETING SERVICE

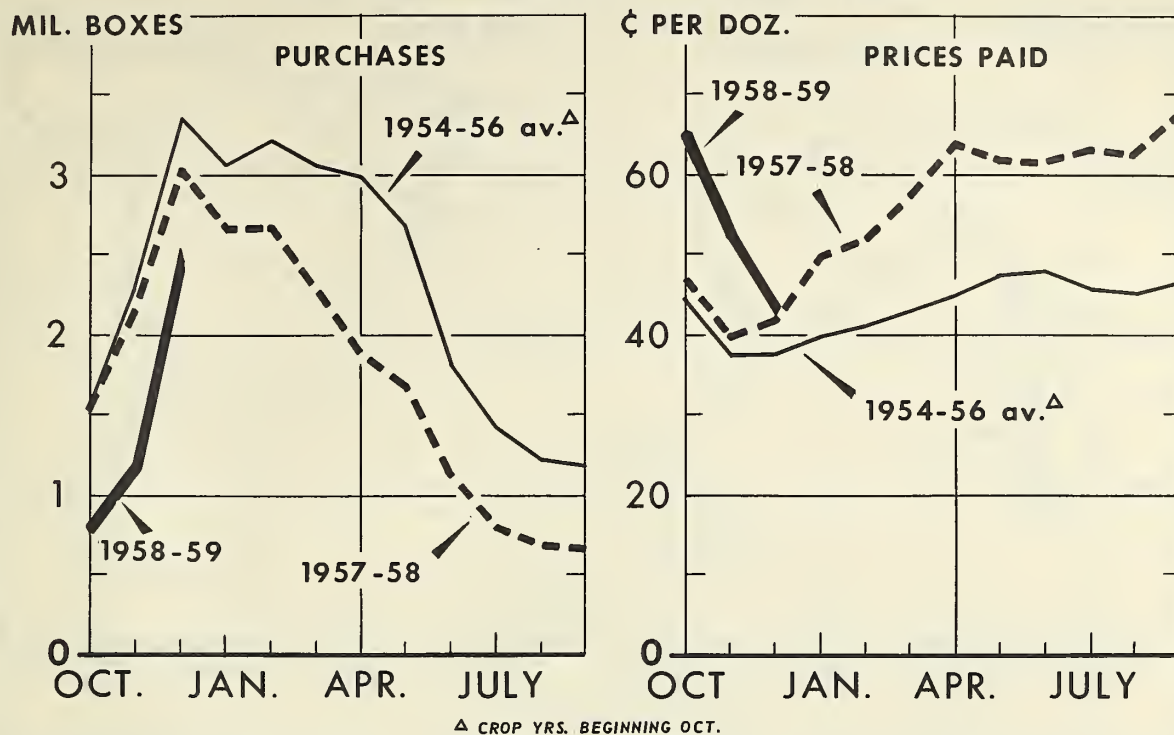
Table 21.--Single-strength orangeade: Consumer purchases, percentage of families buying and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	408	494	403	3.1	3.9	3.4	29.3	28.0	27.5
Nov.	431	518	373	3.4	3.6	3.4	30.1	27.5	27.5
Dec.	390	412	340	2.8	3.0	2.9	30.5	27.9	28.2
Oct.-Dec.	1,304	1,514	1,190						
Jan.		402	359		2.9	2.6		28.2	28.0
Feb.		424	383		3.2	3.2		28.2	27.8
Mar.		417	385		3.2	3.2		27.8	27.7
Oct.-Mar.		2,867	2,422						
Apr.		553	420		4.4	3.4		27.9	27.5
May		550	524		3.7	4.2		27.4	27.0
Jun.		553	581		4.1	4.8		27.8	26.6
Oct.-Jun.		4,678	4,069						
Jul.		594	621		4.6	4.4		28.1	26.3
Aug.		559	572		4.0	4.4		28.0	26.6
Sep.		428	466		3.5	3.4		29.0	27.1
Season		6,358	5,875					28.0	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# ALL FRESH ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-59 (2) AGRICULTURAL MARKETING SERVICE

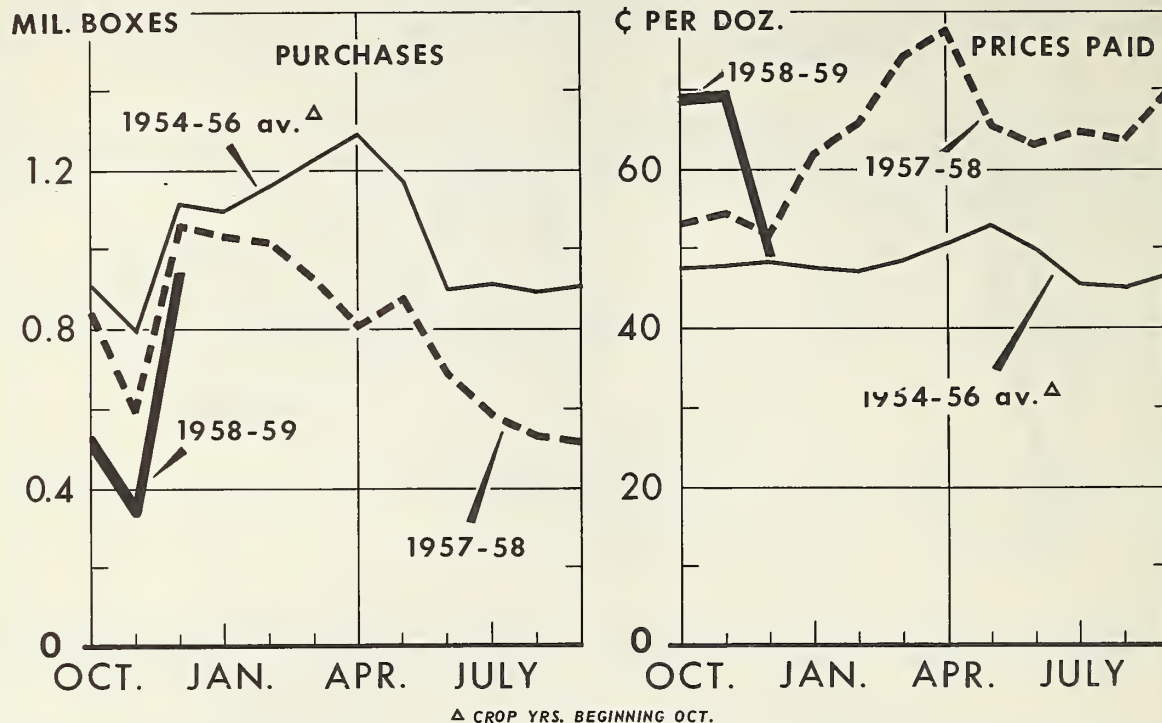
Table 22.--Fresh oranges, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	750	1,526	1,506	16.3	29.0	25.7	64.7	46.9	44.2
Nov.	1,176	2,162	2,276	26.3	36.8	37.7	52.3	39.8	37.5
Dec.	2,474	3,039	3,360	44.8	48.1	47.5	43.4	41.6	37.9
Oct.-Dec.	4,749	7,343	7,900						
Jan.		2,666	3,060		41.2	43.4		49.5	39.9
Feb.		2,670	3,214		44.0	43.7		51.9	40.9
Mar.		2,297	3,059		39.7	42.0		56.8	43.0
Oct.-Mar.		15,578	15,167						
Apr.		1,884	2,986		33.7	42.8		63.7	44.8
May		1,686	2,682		32.1	39.8		62.0	47.4
Jun.		1,125	1,801		24.2	33.6		61.5	47.8
Oct.-Jun.		20,651	26,025						
Jul.		801	1,422		17.0	25.8		62.8	45.4
Aug.		685	1,207		14.9	21.2		62.3	45.2
Sep.		660	1,170		13.3	20.8		67.8	46.2
Season		22,970	30,113					52.2	42.6

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FRESH CALIFORNIA-ARIZONA ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6656-59 (2) AGRICULTURAL MARKETING SERVICE

Table 23.--Fresh oranges, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

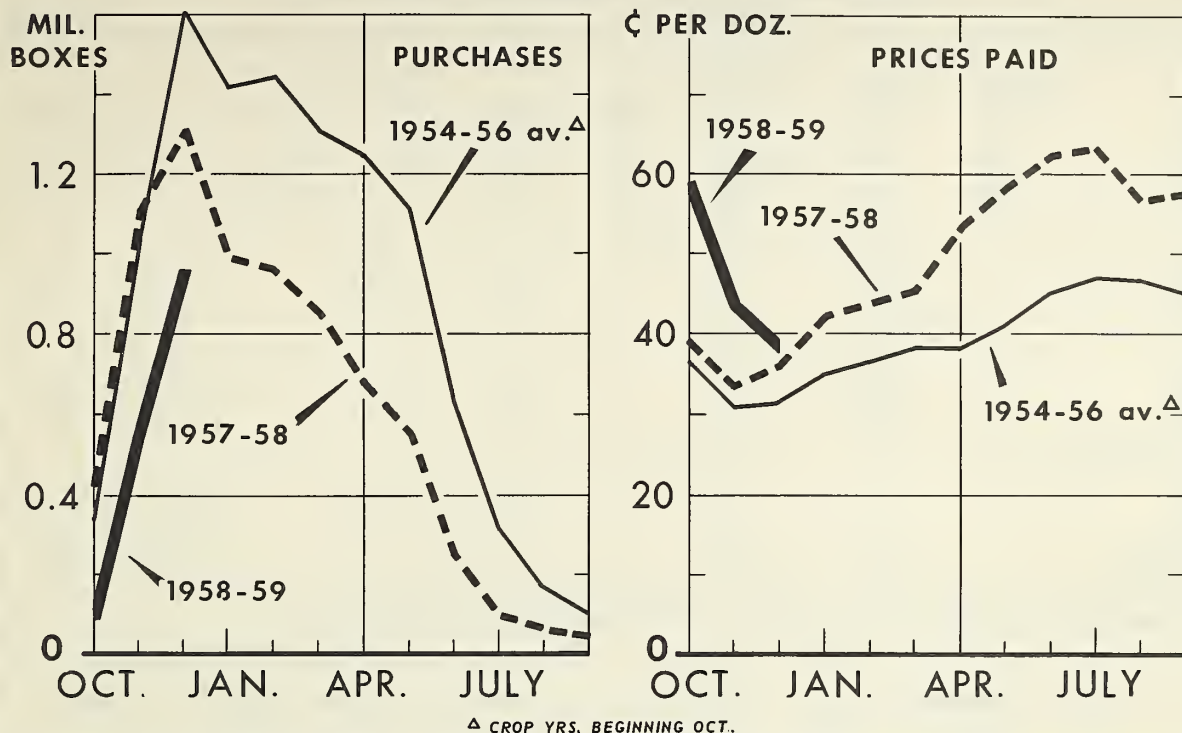
Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	525	842	912	11.6	17.8	18.9	68.4	53.1	47.7
Nov.	338	593	799	9.8	13.9	18.2	69.2	54.4	47.8
Dec.	947	1,060	1,114	23.6	24.0	24.3	48.9	51.9	48.3
Oct.-Dec.	1,894	2,701	3,083						
Jan.		1,031	1,092		21.4	20.1		61.9	47.8
Feb.		1,017	1,159		21.6	20.5		65.8	46.9
Mar.		922	1,227		20.3	21.4		74.5	48.5
Oct.-Mar.		5,924	6,865						
Apr.		803	1,291		18.5	23.6		77.7	50.7
May		872	1,176		21.2	22.8		65.6	53.0
Jun.		685	900		17.6	21.7		62.9	50.1
Oct.-Jun.		8,515	10,453						
Jul.		587	914		13.4	19.0		64.8	45.5
Aug.		529	889		11.9	16.7		64.0	45.3
Sep.		517	908		10.6	17.0		70.3	46.6
Season		10,280	13,393					63.2	48.3

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# FRESH FLORIDA ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG. 6657-59 (2) AGRICULTURAL MARKETING SERVICE

Table 24.--Fresh oranges, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	85	427	337	2.1	9.0	3.9	58.8	39.0	36.3
Nov.	545	1,114	1,043	11.8	18.4	16.4	43.5	33.4	30.9
Dec.	964	1,310	1,609	15.7	18.7	20.3	38.6	35.9	31.5
Oct.-Dec.	1,764	3,135	3,343						
Jan.		991	1,419		14.4	19.2		42.0	34.7
Feb.		959	1,442		16.2	18.8		43.6	36.7
Mar.		851	1,301		15.0	16.7		45.1	38.2
Oct.-Mar.		6,153	7,848						
Apr.		675	1,244		11.3	16.1		52.9	38.2
May		552	1,118		8.8	14.7		58.1	40.7
Jun.		264	639		4.3	10.5		62.1	45.0
Oct.-Jun.		7,741	11,067						
Jul.		104	317		1.9	5.6		62.9	46.8
Aug.		66	175		1.4	3.0		56.7	46.6
Sep.		55	110		1.1	2.0		57.5	45.1
Season		7,977	11,697					42.5	36.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 25.--Fresh grapefruit, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	:	:	1954-55/ 1956-57	:	:	:	:	:	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	156	74	0.9	3.0	1.9	2/	80.7	102.1
Nov.	107	137	102	2.2	2.6	2.0	82.3	79.5	87.4
Dec.	197	201	163	3.0	2.8	3.4	83.8	69.1	73.0
Oct.-Dec.	384	535	388						
Jan.		226	198		3.3	3.0		67.0	71.3
Feb.		279	204		3.9	3.3		71.5	70.5
Mar.		281	209		3.9	3.3		71.7	71.8
Oct.-Mar.		1,390	1,052						
Apr.		283	200		4.3	3.1		79.5	71.4
May		258	178		4.8	2.8		92.0	78.0
Jun.		175	148		3.9	2.6		112.5	89.1
Oct.-Jun.		2,148	1,620						
Jul.		97	89		2.5	2.5		134.0	104.5
Aug.		76	82		2.0	2.4		143.7	115.0
Sep.		38	89		1.2	2.9		153.4	110.7
Season		2,376	1,902					84.3	81.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

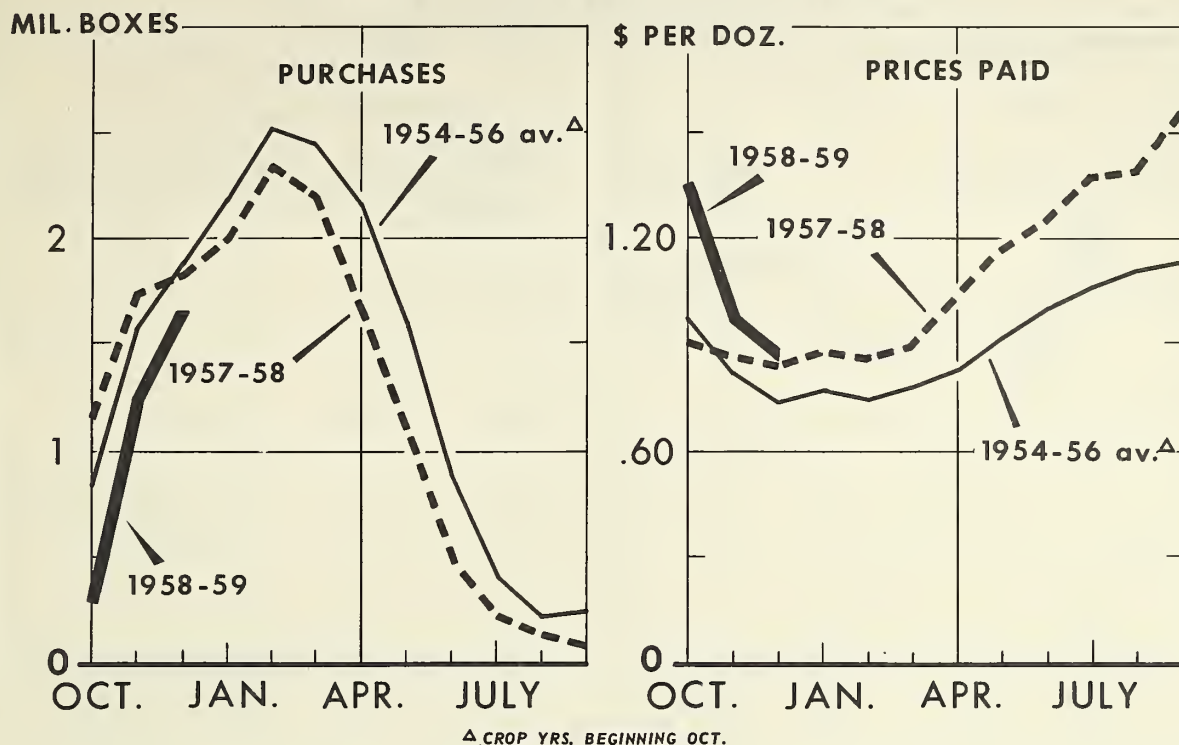
Table 26.--Fresh grapefruit, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	:	:	1954-55/ 1956-57	:	:	:	:	:	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	133	628	409	4.4	13.3	6.6	121.6	92.3	94.4
Nov.	690	1,066	920	13.4	17.0	15.8	98.9	87.5	82.8
Dec.	916	1,024	1,092	14.2	15.3	17.9	91.2	92.7	80.7
Oct.-Dec.	1,910	2,985	2,701						
Jan.		1,028	1,219		15.2	18.2		99.2	81.7
Feb.		1,137	1,442		17.0	19.7		97.1	78.4
Mar.		1,055	1,448		16.3	19.4		100.9	80.7
Oct.-Mar.		6,500	7,188						
Apr.		793	1,285		12.8	17.6		118.4	85.4
May		490	940		9.4	13.9		142.8	95.9
Jun.		135	462		3.3	8.5		148.8	105.6
Oct.-Jun.		7,987	10,055						
Jul.		36	169		1.1	3.8		150.4	108.6
Aug.		2/	65		.5	1.5		2/	111.1
Sep.		2/	76		.3	4.3		2/	112.0
Season		8,052	10,371					101.1	85.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

# ALL FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 13

NEG. 6658-59 (2)

AGRICULTURAL MARKETING SERVICE

Table 27.--Fresh grapefruit, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

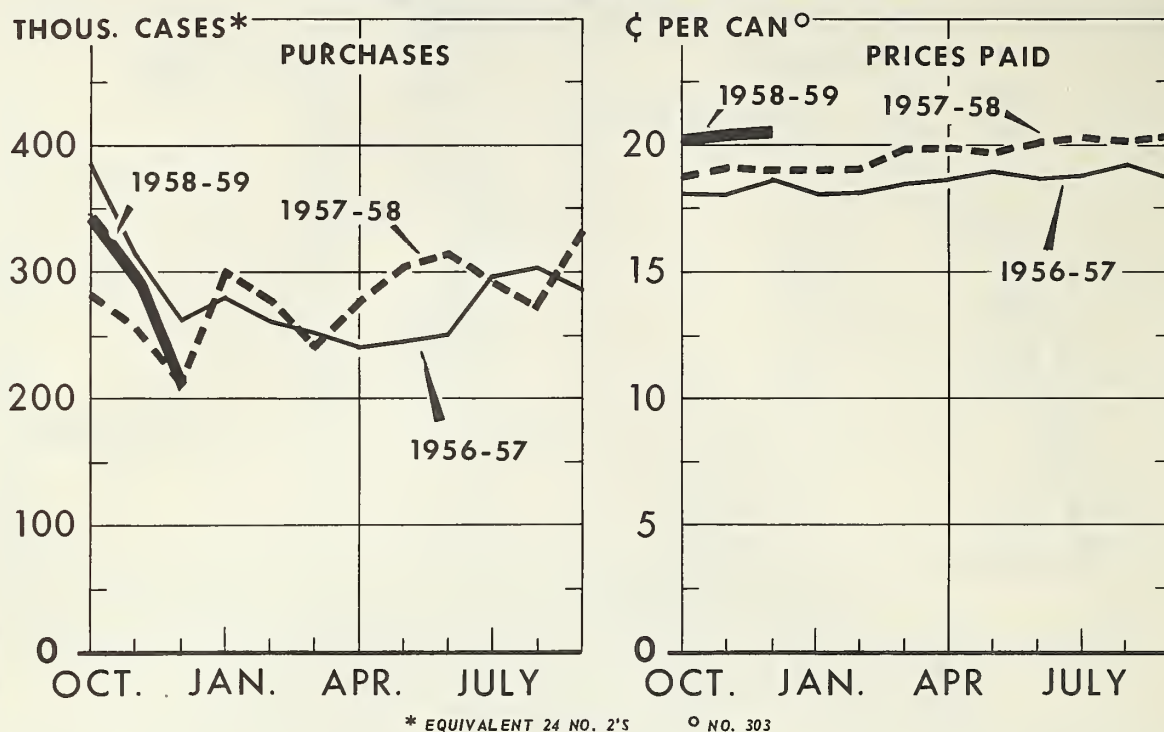
Period <sup>1/</sup>	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	291	1,152	827	9.0	22.7	12.8	134.0	90.8	96.8
Nov.	1,243	1,726	1,583	23.4	26.6	24.6	96.7	85.9	82.4
Dec.	1,664	1,825	1,889	25.0	24.8	27.9	87.8	83.8	72.9
Oct.-Dec.	3,543	5,146	4,787						
Jan.		2,000	2,199		27.7	29.8		88.5	77.4
Feb.		2,336	2,526		31.4	31.8		86.1	74.3
Mar.		2,193	2,440		30.1	30.9		89.6	77.7
Oct.-Mar.		12,266	12,619						
Apr.		1,638	2,153		23.7	28.4		103.0	82.1
May		1,085	1,587		18.4	22.4		116.6	91.5
Jun.		496	896		10.0	14.7		125.0	99.9
Oct.-Jun.		15,656	17,573						
Jul.		226	421		5.3	8.6		137.0	105.9
Aug.		137	225		3.3	5.2		138.2	111.4
Sep.		81	256		2.3	10.2		155.3	112.7
Season		16,128	18,519					94.0	83.0

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 14

NEG. 6654-59 (2)

AGRICULTURAL MARKETING SERVICE

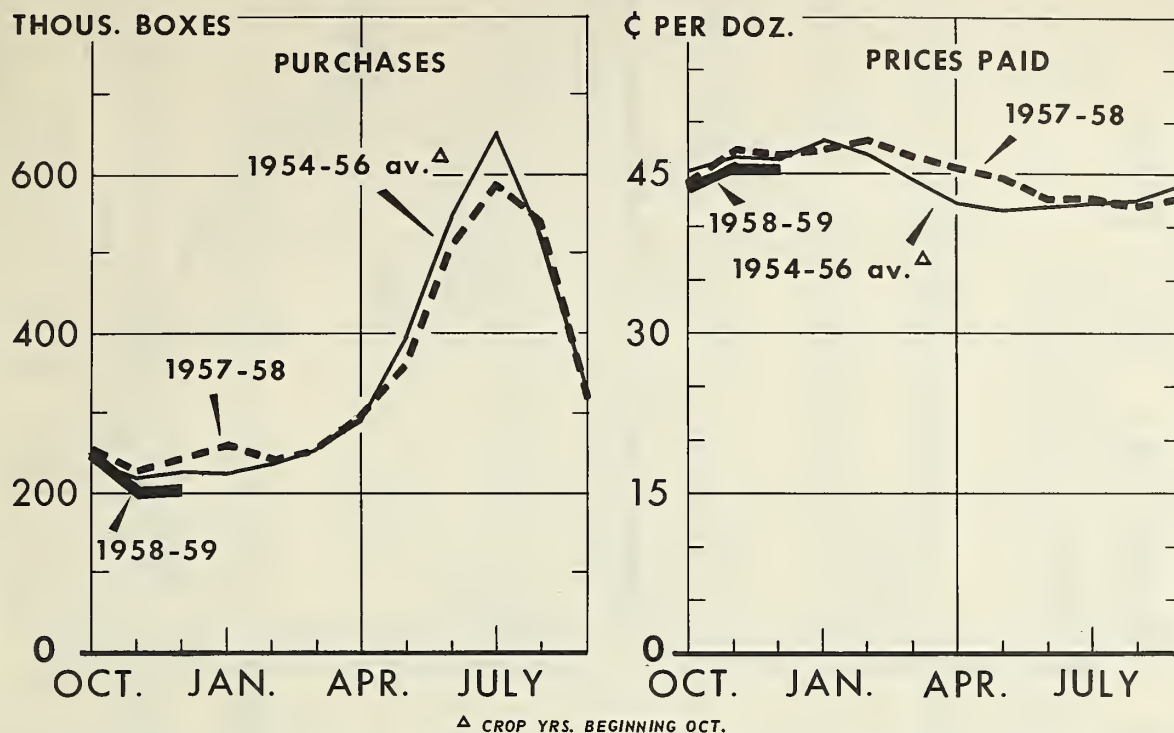
Table 28.--Canned grapefruit sections: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	345	282	384	5.7	5.2	6.7	20.3	18.7	18.1
Nov.	289	256	313	5.5	4.8	5.6	20.4	19.1	18.0
Dec.	211	209	261	4.0	4.1	5.0	20.5	19.0	18.6
Oct.-Dec.	897	803	994						
Jan.		300	280		5.4	5.3		19.0	18.1
Feb.		279	260		5.3	5.0		19.0	18.1
Mar.		240	250		4.7	4.6		19.8	18.5
Oct.-Mar.		1,675	1,853						
Apr.		278	238		5.1	5.0		19.8	18.6
May		303	242		5.7	5.0		19.7	18.8
Jun.		312	248		5.8	4.6		20.1	18.6
Oct.-Jun.		2,649	2,638						
Jul.		292	296		4.7	5.3		20.2	18.7
Aug.		273	301		4.6	5.4		20.1	19.1
Sep.		331	285		5.4	5.1		20.3	18.7
Season		3,614	3,588					19.6	18.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

# FRESH LEMONS

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 15

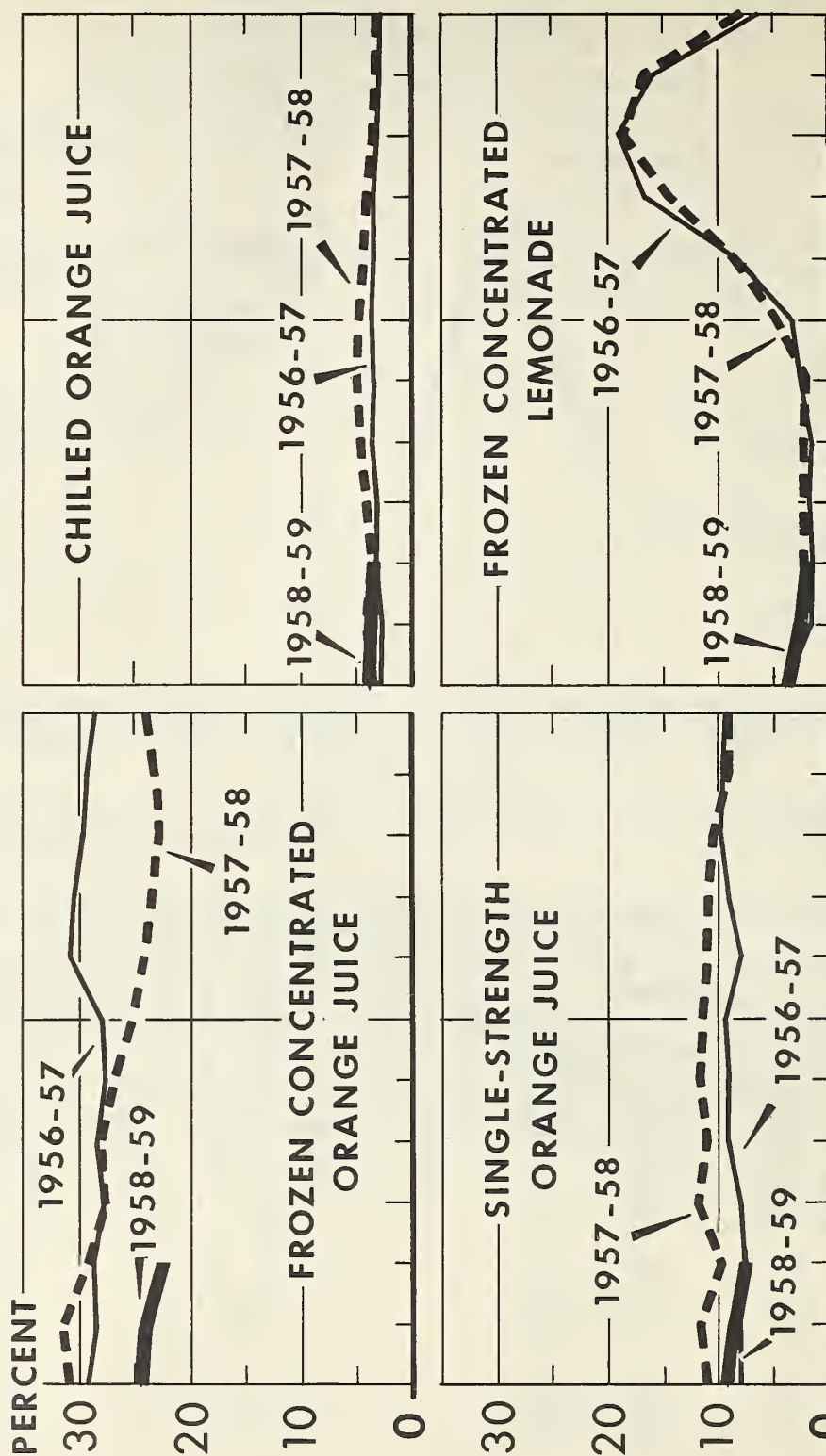
NEG. 6659-59 (2) AGRICULTURAL MARKETING SERVICE

Table 29.--Fresh lemons: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	248	259	243	16.0	17.2	17.5	43.9	44.1	45.1
Nov.	201	226	221	14.6	16.0	17.2	45.2	47.1	46.6
Dec.	203	243	227	14.6	17.1	17.1	45.2	46.6	46.4
Oct.-Dec.	703	790	757						
Jan.		261	223		17.6	16.5		46.9	48.1
Feb.		242	238		18.0	17.2		47.8	46.4
Mar.		251	251		17.2	17.8		46.5	44.5
Oct.-Mar.		1,604	1,528						
Apr.		295	293		19.3	19.5		45.2	42.3
May		363	394		21.7	21.9		44.6	41.7
Jun.		508	544		25.8	29.6		42.7	42.0
Oct.-Jun.		2,888	2,867						
Jul.		585	653		29.3	30.4		42.7	42.3
Aug.		538	525		25.9	25.8		42.0	42.6
Sep.		317	324		18.6	19.5		42.8	44.0
Season		4,429	4,480					44.2	43.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# PERCENTAGE OF FAMILIES BUYING SELECTED CITRUS JUICES



OCT. JAN. APR. JULY OCT. JAN. APR. JULY

Figure 16

U.S. DEPARTMENT OF AGRICULTURE

NEG. 6660-59(2)

AGRICULTURAL MARKETING SERVICE



# PERCENTAGE OF FAMILIES BUYING SELECTED FRESH CITRUS FRUITS

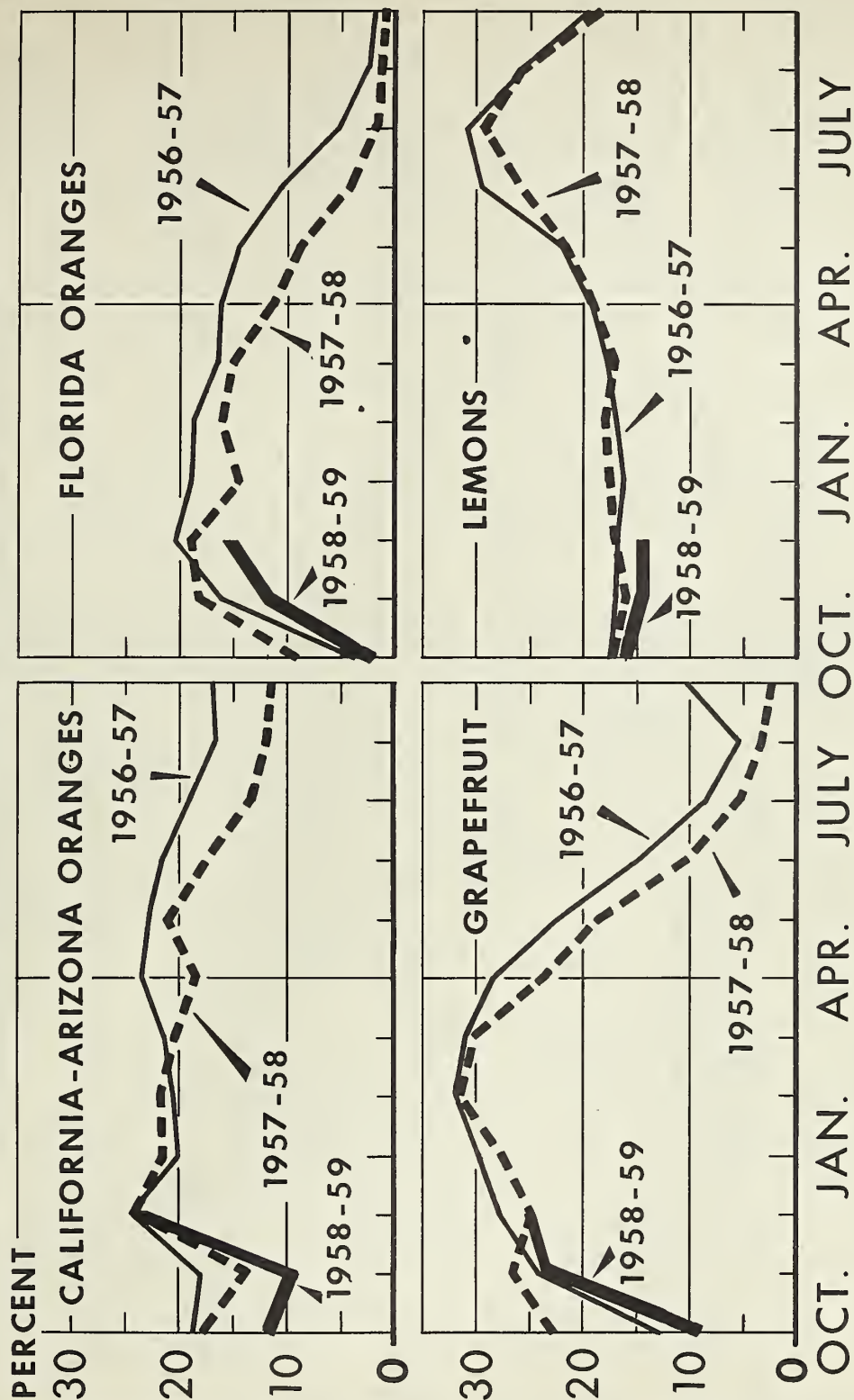


Table 30.--Fresh tangerines: Consumer purchases, percentage of families buying and average prices paid, October 1956 to date

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	2/	2/	0	0.2	0.1	2/	2/	2/
Nov.	100	349	252	3.0	8.7	7.4	50.4	46.4	45.1
Dec.	1,068	882	1,385	20.4	17.5	23.8	38.4	43.8	36.5
Oct.-Dec.	1,332	1,422	1,956						
Jan.		308	856		7.2	15.5		46.9	31.7
Feb.		90	302		2.4	6.8		44.5	35.2
Mar.		2/	75		.4	2.1		2/	41.8
Oct.-Mar.		1,839	3,219						
Apr.									
May									
Jun.									
Oct.-Jun.									
Jul.									
Aug.									
Sep.									
Season								44.9	33.4

<sup>1/</sup> Monthly data are for 4-week (28 day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. Normal season runs from November through March. 2/ Too few purchases reported for analysis.

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